

ZAGAT SURVEY SUMMARY

(8) Do you think smoking should be banned in restaurants?

U.S. Cities	Yes	No
New York	85%	15%
Philadelphia	83%	17%
DC/Baltimore	82%	18%
Atlanta	80%	20%
Chicago	80%	20%
Average	82%	18%

If a smoking ban were put into effect in restaurants, would you dine out...?

U.S. Cities	More	Same	Less
Philadelphia	25%	72%	3%
DC/Baltimore	25%	73%	2%
Atlanta	26%	71%	3%
Chicago	26%	70%	4%
Average	26%	72%	3%

(9) Do you think smoking should be permitted in restaurants? (Cities where smoking has already been banned)

U.S. Cities	Yes	No
San Francisco	2%	98%
Los Angeles	3%	97%

If a smoking were permitted, would you dine out...?

U.S. Cities	More	Same	Less
San Francisco	1%	26%	73%
Los Angeles	2%	28%	70%

(10) Compared to 2 years ago, do you *eat out*...?

	More	Same	Less
ZS National Average	39%	45%	16%

Compared to 2 years ago, do you *spend*...?

	More	Same	Less
ZS National Average	62%	33%	5%